

REP HEADLINE# 6314170  
\*\*\* UNAPPROVED REV #1 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP  
\*\*\* CHANGES \*\*\* \*\* WFLA-TV \*\*\*

ADV # ADV. NAME POLI/C MACK/R/SEN/FL REP. # OFF. # SALESMAN #  
AGY # AGY. NAME MCLAUGHLIN & ASSOCIATES BUYER NAME MARIANNE CAMPBELL

566 SOUTH ROUTE 303 SALES PRSN WA- MEGHAN MCGARR (H)  
BIAUVEIT, NY 10913

ORDER # CONTRACT # 6314170 CLASS: NATL. LOCAL REGIONAL

PRDCT FRNDS OF CONNIE MACK EST#466 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP17/12 SEP21/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE SEP14/12 09.16

REP: REVISION  
RATE REVISION AND SPOT REVISION ON LN 1  
TTL SAME  
PLEASE CONFIRM  
THANKS! BRIAN FOR MEGHAN

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
FRIENDS OF CONNIE MACK

LINE# : REP : CD : TIME PERIOD : LGTH : SEC : RATE : START : END : SPTS : WEEK : DAYS : TOTL :  
: LINE# : : : : : : : DATE : DATE : /WK : INVT : : SPTS :

AGENCY ADVERTISER CODE = AGENCY EST# = 466  
AGENCY PRODUCT CODE =

LINE	RS	900A-1000A	30	\$550.00	9/18	9/20	1	TU,TH	1
PROGRAM : TODAY SHOW 2									
CON COM1: TODAY SHOW 2									

SEP/12 11950.00 CONTRACT TOTAL 11950.00  
TOTAL SPOTS 12

*Handwritten signature/initials*

REP HEADLINE# 6314170  
\*\*\* UNAPPROVED REV #1 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-2680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP  
SEP14/12 09.16  
\*\*\* CHANGES \*\*\* \*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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MARKET TOTALS \$42,375 WFLA 28% WFTS 16% WTSP 8% WTVT 48% WTOG 0% WTTA 0% WMOR 0%  
WMOX 0% WXPX 0% WWSB 0% CABL 0%

SHARES ACCURATE  
SVC- NSI  
DEMOS- RA35+\*  
MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE

ADV # ADV. NAME POLI/C MACK/R/SEN/FL REP. # OFF. # SALESMAN #  
 AGY # AGY. NAME MCLAUGHLIN & ASSOCIATES BUYER NAME MARIANNE CAMPBELL

566 SOUTH ROUTE 303 SALES PRSN WA- MEGHAN MCGARR (H)  
 BLAUVELT, NY 10913

ORDER # CONTRACT # 6314170 CLASS: NATL. LOCAL REGIONAL

PRDCT FRNDS OF CONNIE MACK EST#466 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP17/12 SEP21/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE SEP13/12 10.38

REP: NEW ORDER  
 TTL \$11,950 @13X  
 PLEASE CONFIRM  
 THANKS! BRIAN FOR MEGHAN

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
 FRIENDS OF CONNIE MACK



LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
1			900A-1000A	30		\$275.00	9/18	9/20	2		TU,TH	2
AGENCY ADVERTISER CODE = AGENCY PRODUCT CODE = AGENCY EST# = 466												
PROGRAM : TODAY SHOW 2 CON COM1 : TODAY SHOW 2												
2			500P-530P	30		\$900.00	9/17	9/18	2		M-TU	2
PROGRAM : 5P NEWS CON COM1 : 5P NEWS												
3			530P-600P	30		\$900.00	9/19	9/20	2		W-TH	2
PROGRAM : 530P NEWS CON COM1 : 530P NEWS												

*Level 550*

REP HEADLINE# 6314170  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: WFL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP  
 SEP13/12 10.38  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
4			600P-630P	30		\$1,200.00	9/17	9/20	4		M-TH	4
PROGRAM : 6P NEWS												
CON COM1: 6P NEWS												
5			700P-730P	30		\$1,000.00	9/18	9/20	3		TU-TH	3
PROGRAM : 7P NEWS												
CON COM1: 7P NEWS												
SEP/12			11950.00									
CONTRACT TOTAL												11950.00
TOTAL SPOTS												13

MARKET TOTALS \$42,375 WFLA 28% WFTS 16% WTSP 8% WTVT 48% WTOG 0% WTTA 0% WMOR 0%  
 WMOX 0% WXPX 0% WWSB 0% CABL 0%

SHARES ACCURATE

SVC- NSI  
 DEMOS- RA35+\*

**McLaughlin & Associates - NY**  
 566 South Route 303  
 Blauvelt NY 10913

**Connie Mack/ R/ Senate/ FL**  
 Submission Number 770 Issue 1



**WFLA-TV**  
 P.O. Box 1410  
 Tampa, FL 33601

PHONE (813) 228-8886

**Original**

<b>Client:</b> Connie Mack/ R/ Senate/ FL	<b>Submission Cost:</b> 11950	<b>Campaign Ref:</b> E:120914008
<b>Buyer:</b> "	<b>Client/Product/Estimate:</b> ./ /466	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 09/17/12 to 09/23/12	<b>Weeks:</b> 1	<b>Order Ref:</b> 06314170
<b>Est./PO Number:</b> 06314170	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

<b>Product:</b> Frnds Of Connie Mack	<b>Booking Group:</b> WFLA	<b>Key Market:</b> Tampa-St. Petersburg, FL
<b>Demographic:</b> (L) Household	<b>Order:</b>	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/17	Total	Cost
1	M-F 9a Today Show II .T.T...	03	550	30 Connie	Nbr of Spots	1	550
2	M-F 5p News MT....	03	900	30 Connie	Nbr of Spots	2	1800
3	M-F 530p News ..WT...	03	900	30 Connie	Nbr of Spots	2	1800
4	M-F 6p News MTWT...	03	1200	30 Connie	Nbr of Spots	4	4800
5	M-F 7p News .TWT...	03	1000	30 Connie	Nbr of Spots	3	3000
<b>Weekly Totals: Total Spots(Ord Spots)</b>					12	12	

<b>Grand Totals</b>							
<b>Totals</b>				<b>Month 9 Weeks: 5</b>			
				<b>09/17</b>			
Spots				12			
Cost				11950			

**Grand Totals:** Spots: 12

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Gross Total:	11,950.00
Commission:	1,792.50
Net Total:	10,157.50